

Streamlining communications & improving patient experience

Kildare Road and South Steyne Medical Centres team up with Chyma & GoTo to transform their business operations



Addressing medical practice challenges during the covid-19 pandemic and beyond

Chyma is a Sydney-based IT solutions provider specialising in voice communication technologies. In 2021, they teamed up with two leading Sydney medical practices, Kildare Road Medical Centre in Blacktown and South Steyne Medical Centre in Manly.

When Chyma was first engaged, only the Blacktown practice was operating. At the time, it used a hosted voice platform with a traditional setup limited to desk phones. The medical centre had challenges communicating effectively with their patients and staff. A high volume of calls was coming into the practice every day, but Kildare Road had no way of measuring the calls they were receiving and, more importantly, how many they were missing. As a result, patients were experiencing long wait times, and the practice staff were often unable to capture and return their unanswered calls, which led to missing out on patient appointments and revenue.



We met Chyma from their reputation, which is very strong in the market. They were very quick in understanding our business needs and how we need to adapt. They've also been very helpful in suggesting how we can improve. In the end, it was very easy for us to choose Chyma. And we'll continue to use them with future projects. I have no doubt that whoever uses them will find that they get fantastic support, much better than any big telco that we've used previously.

Peter Rushton, Director

Kildare Road Medical Centre & South Steyne Medical Centre



Key challenges



No visibility into the call traffic



Lack of flexibility in the existing platform



Too many devices on doctors' desks

There were additional difficulties caused by how rigid the existing phone system was. It lacked the necessary flexibility and scalability required for a growing business. Another challenge the Blacktown practice faced involved too many devices taking space on doctors' desks. They needed to optimise equipment while maintaining the highest patient privacy standards.

Introducing a **dynamic cloud communication** platform

After consultations with the practice management and staff, Chyma designed and implemented a customised solution based on the GoTo platform – a leading cloud-based phone system to streamline external and internal communication with integrated messaging and video meetings. It involved replacing desk phones with softphones and made it easy to extract analytics on how many calls are received, average wait times, details of missed calls, and other critical data. Chyma also redesigned how patient calls come into the practice and optimised call distribution to staff members. The new solution was implemented across both medical centres.

Main benefits of the new solution

- ✓ Dynamic, simple to manage platform
- ✓ Clear visibility into all call traffic for both practices
- ✓ Ability to easily make changes to call flows
- ✓ Seamless integration with most other business tools
- ✓ Support for telehealth services & future growth
- ✓ Empowering doctors and admin staff to work remotely
- ✓ Preventing lost revenue from missed calls & appointments
- ✓ Improved patient experience



The GoTo platform now provides full visibility into the call traffic going into both practices, limiting the number of missed patient calls and making it easy to capture and return them. It also integrates seamlessly with other existing tools, including Microsoft Teams, Outlook, and the voicemail system. The new solution ensures effective communication with patients and staff with an intuitive, multi-option phone menu, creating a much better user experience.

The solution Chyma delivered requires only softphones and headsets, taking up considerably less real estate on doctors' desks. Thanks to making the switch to softphones, the doctors and admin staff are able to answer their phones no matter where they are, which has proven extremely useful as Sydney went into lockdown.

Chyma & GoTo ace the test during lockdown

Both the Blacktown and Manly medical centres experienced significantly increased call volumes during the covid-19 pandemic, culminating during the 2021 Sydney lockdown. At the time, they had almost tripled the volume of calls they were receiving every day from patients trying to find information around vaccines and testing. As GoTo is built in the cloud, Chyma was able to instantly optimise how the calls were flowing through the practices to ensure patients calls were answered or returned as possible.



The new platform's adaptability also came in handy when both practices were providing vaccines to the local communities and needed to find the most effective and user-friendly way to inform patients of their current availability. For example, one week, the practices might have been administering the Pfizer vaccine ahead of AstraZeneca and had to communicate this to patients. With GoTo, Chyma easily modified the phone messaging to provide updated information to patients without speaking with the receptionists.

In addition, there were situations where the practice needed to have staff members working from home. Thanks to GoTo, the practice could do that without making any changes, and receptionists could easily log in from home and continue taking patient calls. Without GoTo, employees would have to be placed on leave resulting in staff shortages and potentially missing several patient calls and appointments.

Supporting future business growth

On top of providing granular visibility into all call traffic and allowing for remote work, GoTo and Chyma made it possible for the practice to build a strong telehealth service increasing revenue for the business. With GoTo, the doctors can remotely talk to the patients over the phone or video conferencing from wherever they're located, from either practice. In addition, the use of softphones and headsets now gives comfort to patients knowing that their sessions are confidential.

One of the biggest differences with GoTo is its flexibility and scalability. That's what allowed to easily expand from the initial deployment in Blacktown to the newly launched Manly practice without any significant changes required. It means that the business can now grow without any limits.